

## Select Goals

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### Select Primary Goal

#### 1. Select Predefined Primary Goal

##### a. Maximize Gross Profits:

$$\Pi = \sum Q_i(P_i - C_i)$$

##### b. Maximize Total Sales:

$$\Pi = \sum Q_i P_i$$

#### 2. Define New Primary Goal

### Select Auxiliary Goal

#### 3. Select Predefined Auxiliary Goal

##### c. Maintain Overall Price Image:

$$\phi = \frac{1}{N} \sum_{i=1}^N \frac{P_i}{P_i} \times w_i,$$

#### 4. Define New Auxiliary Goal

#### Q. Return to Main Menu

Figure 7

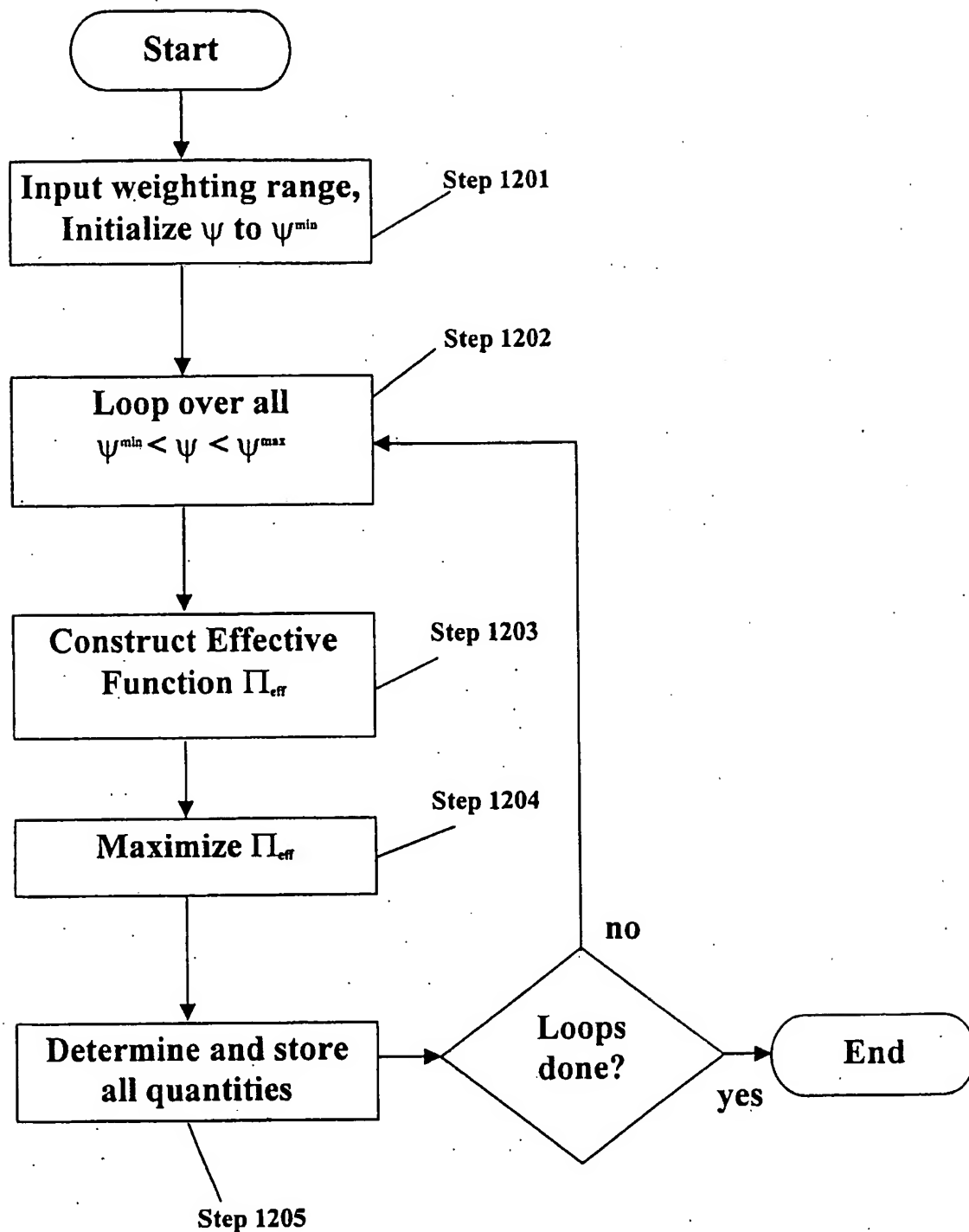
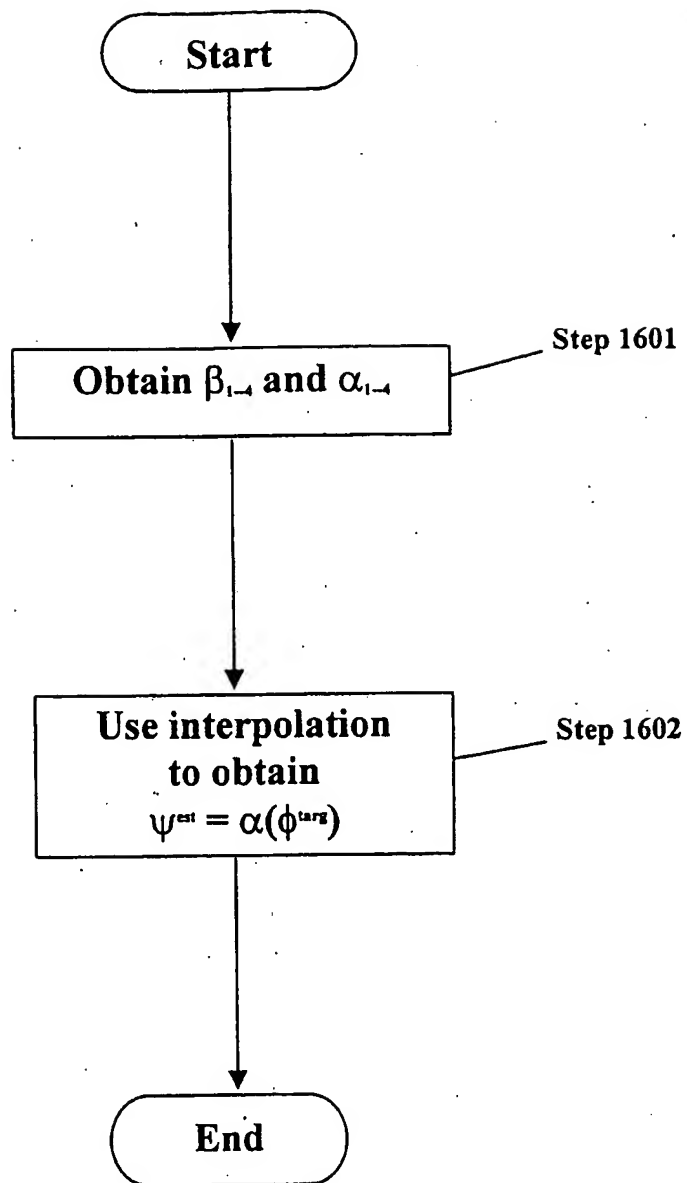


Figure 8



**Figure 14**